Salesforce – The Future of CRM

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ABSTRACT

Salesforce is one of the popular CRM Platform which is used to manage customers and their relationships with an organization. It helps businesses to connect with customers by using cloud technology. It also provides flexible functionality for large inventory systems. The application which we would be developed on a software as a service based platform for various enterprises and organizations to manage a large number of products.

CRM model used in different organizations to manage interactions with customers by using phone calls, Emails, Meetings, and Social media, etc. It provides a personalized customer experience and also provides "ON DEMAND SERVICES".

In this paper, we are discussing Salesforce, Salesforce CRM, Architecture of Salesforce, Benefits, Applications, and its latest Trends.

KEYWORDS: CRM, Cloud Technology, On-Demand Services, Salesforce, Software as a service, Architecture

I. INTRODUCTION

Salesforce-

Salesforce is one of the trendy cloud technology in the IT Industry. It started as a cloud-based solution for CRM. It is available on the cloud, so no need to install any additional hardware or software. It is used to manage an established relationship with the customers. It has more than 800 applications that provide various features. It is specifically designed to manage the organization's data focused on customer and sales details. Being an innovative platform, salesforce has recently started offering the IOT (internet of things) connectivity to the CRM platform and has introduced many game- changing technologies during COVID-19.

Salesforce CRM-

Salesforce is a cloud-based solution for managing customer relationships. It is used to an established relationship with the customers. Salesforce CRM provides the ability to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location. It provides the ability to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location. The main aim of the CRM system is managing a company's interactions with current as well as future customers.

II. ARCHITECTURE OF SALESFORCE-

Figure 2.1 The elements of a CRM

1. Trusted Multitenant Cloud-

Multitenancy defines one common application for different groups or clients. In this, multiple groups of clients use one common server, but the data of one client is securely isolated from another. Because of multitenancy, any developer can develop any type of application, upload it on the cloud, and easily share it with multiple groups of clients.

2. Scalable Metadata Platform-

Salesforce follows Metadata Architecture Model. Metadata means data above data.

Salesforce stores all its data into different layers. i.e.in the form of metadata.

3. API Services-

APIs are nothing but the programming components which provides connectivity and data communication between group of devices and applications. It helps to customize applications and provides a way to programmatically access the data on the salesforce platform.

4. Enterprise Ecosystem-

In the Salesforce enterprise ecosystem. Salesforce users can search for partner programs to complement their business operations.

5. Complete CRM-

The Salesforce CRM stores contact and activity information on prospects and clients and provides real-time analytics. The platform can monitor contact emails, telephone calls, website visits and more.

III. APPLICATIONS
1. Chatter –

Chatter is a real-time salesforce application that is used as a collaboration/communication tool among the organization. We can easily connect with the managers, co-workers, and team members whenever we want. It is helpful to work together and share information. It helps to connect with the peoples and organizations easily. We can easily use chatter on any web browser and mobile phone.

2. ZoomInfo-

ZoomInfo combines the business database with the latest technology and go-to-market strategy from start to finish. It also provides an accurate, 360- degree view of customers and opportunities. It offers various kinds of solutions to support all the sales needs.

3. Groove-

Groove is one of the most leading sales engagement platforms. It is mostly used for various enterprises with Salesforce. It also supports cross-team collaboration. Various account executives, sales development teams, and customer success representatives use Groove. It has earned the highest customer satisfaction rating in the sales engagement category over two years.

4. Badger Maps-

Badger Maps is a route planner. It helps to automate territory management for outside salespeople. Badger visualizes sales data on a map, and optimizes daily schedules, and generates meeting reports. It mainly focuses on the salesperson who is visiting the customers face-to- face. Badger helps the sales team with combining Google Maps, CRM data, schedule planning, and lead generation on the sales person's mobile device or laptop. It is mostly useful for Medical Device Sales, Construction Sales, Dental Sales, Beverage Sales, Technology Sales, Agricultural Sales, Manufacturing Sales, Wholesale, Insurance and Financial Sales, etc.

5. Phone Burner –

PhoneBurner is a salesforce Power Dialer platform. Our cloud-based software helps sales agents increase calls, callbacks, and live conversations up to 400% - by streamlining time- consuming processes and automating post-call workflows. Dialing. Emailing. It helps to drop pre-recorded voicemails, send personalized emails, record notes, etc. It supports:
1. Power dial up to 80 contacts per hour
2. Refuse connection delays
3. Start dialing in minutes.
4. Drop voicemails in a single click 5.Send one-click emails.
5. 6.Track emails, & attachments.

IV. RECENT SURVEYS
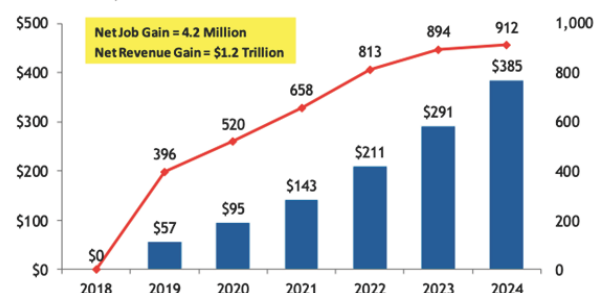### 1. Sustainable Growth of Salesforce CRM-

Fig.4.1 The Salesforce Ecosystem

Salesforce Sustainability Cloud helps firms to track supply chains to engage with suppliers in aligning sustainability efforts.
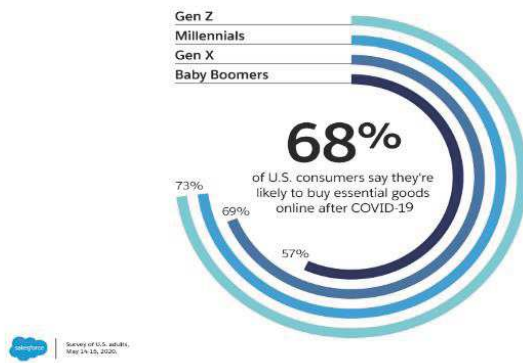
2. Global Survey-

Fig. 4.2 Global Survey

68% of consumers expect to buy essential goods online after COVID19
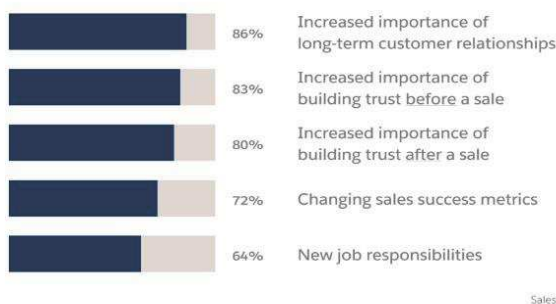
3. current economic condition Report-

Fig. 4.3 Report of current economic condition

67% of the workforce is interested in working remotely for the long term and now companies also deciding to digitized their business processes.

V. ADVANTAGES

1. Cloud Solution-
Salesforce is a cloud platform with highly secure standards, it provides cloud-based solutions so we can easily access data whenever we want because it is placed on Cloud. It also provides availability and performance to meet the most demanding expectations of each client.

2. Customer success-
Salesforce CRM is fully focused on fulfilling the main objectives of customer success. Salesforce's business model is based on the success of customers, & clients. It helps customers to grow with competitiveness.

3. Quick start-
There is no need to install any software & hardware. Salesforce provides a unique opportunity to run the business in just a couple of days. It provides real-time access to the data and increases business efficiency in minimum response time.

4. Business automation-
Salesforce CRM provides efficiency that allows you to run your business more effectively. Sales Managers can keep watch on the "purchase funnel", analyze it in detail and adjust various sales strategies.

5. Efficient management-
We can easily track the activities of staff like- Tasks, Calls, Emails, etc. We can easily put all activities together and get a clear multidimensional view of our progress. We can also track the status of planned and completed tasks, as well as

share the information among respective employees. Salesforce supports multiple browsers like- Internet Explorer, Chrome, Opera, etc. Salesforce has its own CRM-supported browsers. It also helps business.

VI. DISADVANTAGES

1. Expensive customization-
It is not useful for small case businesses as it counts overall pricing. If you want to use third- party solutions or some extra customization tools, then you have to pay extra cost.

2. Complexity-
Small companies that do not have dedicated sales or marketing teams may not need such complex and powerful solutions as Salesforce. It may be overwhelming for a business that does not even need such a tool.

3. Interface transformations-
Salesforce's every update or release can dramatically change the whole dashboard and tabs. So the administration process can turn into a nightmare for users because some well-known features can become difficult to discover.

4. Complicated technical support-
Difficult to contact the technical support of Salesforce in case of some queries. Sometimes it can take more days to contact a responsible person. Many organizations prefer to work with third-party companies that take care of Salesforce support.

VII. CONCLUSION
Salesforce has been growing tremendously as it provides flexible functionalities. It is one of the first business software companies to inject consumer technologies into business applications. It is very easy to set-up and as a scalable platform that helps in business growth. It is an innovator and this is a key strength that sets the company apart from much of its competition.

This paper is giving information to the readers about Salesforce Technology and its various tools, applications, and how to manage customers and related sales.

VIII. REFERENCES

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